

CITY OF JERSEY CITY

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Jersey City Goes Red for Women In Support of the American Heart Association's Go Red For Women® Movement to Fight Heart Disease

JERSEY CITY –Mayor Jerramiah T. Healy, the Municipal Council, the Dept. of Health & Human Services/ Division of Health and the Division of Cultural Affairs invite you to wear red in observance of the American Heart Association's *Go Red for Women* movement on **Friday, February 3, 2012** and at **12 noon** attend the **Heart Healthy Fair** at **City Hall, 280 Grove Street**.

The annual awareness event focuses on heart disease, the number one health issue facing women across the nation. According to the American Heart Association (AHA), for women age 20 and over, heart disease claims one woman every minute. Nationally, more women die of heart disease than the next four causes of death combined, including all forms of cancer.

“The *Heart Healthy Fair* is just one way that we can raise awareness of the personal risk factors for heart disease and stroke, and to encourage everyone to take action to reduce that risk,” said **Mayor Healy**. “Heart disease affects many lives, and *National Wear Red Day for Women* is a great opportunity for women to think about their own hearts and the importance of making positive choices for their health. I encourage everyone to show their support for women and wear red on this day.”

National Wear Red Day for Women is an official activity of the American Heart Association's [Go Red for Women](#) movement to increase awareness of heart disease - the leading cause of death for women - and to inspire women to make the choice to take charge of their heart health. Its fundraising efforts support the educational programs that the American Heart Association provides and the life-saving research it funds to reduce the effects of heart disease in women.

The event is free and open to the public. There is a suggested donation of \$5.00, which includes a Red Dress pin, to the American Heart Association. Everyone can participate in this life-saving awareness movement by showing off a favorite red dress, shirt, or tie, or by wearing the Red Dress Pin.

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The City of Jersey City has partnered with community agencies and entities to join in this campaign. The **Heart Healthy Fair** includes: **low-impact cardio exercise demonstrations** by the Jersey City Recreation department and also by trainers from Physically Fit and Ready (*proper shoes are required for participation in cardio exercises*); **a complimentary massage** from Harborside Sport and Spine; **advice from nutrition expert**, Susanna Mendelson; **healthy food choices** from the Muscle Maker Grill and Subia's Organic Café and Market; blood pressure checks provided by Liberty Health; free giveaways and educational materials and information, as well as an action plan for women focused on prevention.

For more information on how to take action against heart disease, go to www.goredforwomen.org

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-376-0699.////

About Go Red For Women

In 2004, the American Heart Association (AHA) faced a challenge. Cardiovascular disease claimed the lives of nearly 500,000 American women each year, yet women were not paying attention. In fact, many even dismissed it as an "older man's disease." To dispel the myths and raise awareness of heart disease, the American Heart Association created *Go Red For Women* – a passionate, emotional, social initiative designed to empower women to take charge of their heart health.

With one out of three women still dying from heart disease, AHA is committed to fighting this No. 1 killer that is preventable. GoRedForWomen.org, a premier source of information and education, connects millions of women of all ages and gives them tangible resources to turn personal choices into life-saving actions. AHA encourages women and the men who love them to embrace the cause. For more information please visit GoRedForWomen.org or call 1-888-MY-HEART (1-888-694-3278). The movement is nationally sponsored by Macy's and Merck & Co., Inc.

What is the Goal for Go Red For Women

Go Red For Women encourages awareness of the issue of women and heart disease, and also action to save more lives. The movement harnesses the energy, passion and power women have to band together and collectively wipe out heart disease. It challenges them to know their risk for heart disease and take action to reduce their personal risk. It also gives them the tools they need to lead a heart healthy life.

In 2010, the American Heart Association set a strategic goal of reducing death and disability from cardiovascular disease and strokes by 20% while improving the cardiovascular health of all Americans by 20% by the year 2020.

About the American Heart Association

The American Heart Association is the nation's oldest and largest voluntary health organization dedicated to fighting heart disease and stroke. Their mission is to build healthier lives by preventing, treating and defeating these diseases – America's No. 1 and No. 3 killers. AHA funds cutting-edge research, conducts lifesaving public and professional educational programs, and advocates to protect public health.